



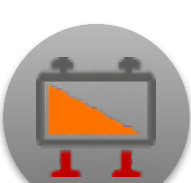



FY21 Phase 1 and Phase 2 Domestic audience outreach and connection

AUDIENCE OUTREACH CHANNEL	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
 SOCIAL												
 DIGITAL-PAID SEARCH / LEAD GEN												
 VIDEO-ADVANCED, BLENDED, CONNECTED TV												
 DIGITAL-STANDARD, RICH MEDIA												
 DIGITAL OUT OF HOME												
 INTEGRATED BRAND CONTENT												